

1986 PRJ INDEX

CAREERS/SALARIES/EDUCATION

How to Keep Your Job, D.M. Ballard, *January*

Whiz Kids, C. Policano, *February*

By the Books, J. Anderson, *April*

Interning, *April*

How to Make Compensation Systems

Work for You, P. Sanchez, *May*

How to Make Public Relations Count,

A. Geduldig, *May* (see also "Opinion," *March* and *April*)

Salary Survey, C. Beyer, *June*

COMPUTERS/HIGH TECH

How to Plan a Satellite Videoconference, G. Mathis, *February*

Technology Update: Video "Prospectus," I. Park, *February*

How to Create Desktop Publications, A. McGowan and J. Curran, *March*

Technology Update: Software Review, Timeslips and PC Dossiers, H. Benner, *May*

Breaking the Technology Barrier, M. Forster, *July*

Videoconferencing: Making Waves, J. Quain, *September*

Technology Update: Software Review, RTMS, H. Benner, *October*

CORPORATE

Museum Pieces, V. Danilov, *August*

Post-Modern Magazines, M. Winkleman, *March*

Logomotion, M. Wathen, *May*

Fertile Fields, M.A. Pires, *November*

Clout: *National Journal*, H. Swartz, *December*

Comic Relief, M. Winkleman, *December*

15th Annual Survey of Corporate Advertising Expenditures, M. Davids, *December*

How to Plan and Place Corporate Advertising in Print Media, M. Davids, *December*

EMPLOYEE RELATIONS

Post-Modern Magazines, M. Winkleman, *March*

Employee Video Magazines, J. Price, *May*

How to Look for the Human Factor, J. Strenski, *June*

How to Plan Ahead for Mass Layoffs, C. Gorney, *June*

How to Survive a RIF, M.A. Pires, *June*

FIRMS/MANAGEMENT

How to Start Your Own Firm, D. Aronson, *January*

How to Sell Your Firm, R. Ferrante, *July*

Checklist: Passing on the Reins, S. Friedman, *October*

Heir Conditioning, B. Jacobs, *October*

How to Be Small and Successful, E. Prescott, *December*

GOVERNMENT/POLITICS

Great Caesar's Ghost, T. Lustig, *March*

On the Homefront, S. Markowitz, *June*

Fertile Fields, M.A. Pires, *November*

How to Capitalize on Political Incumbency, R. Friedenberg, *November*

Will the Center Hold?, S. Marshall, *November*

GRAPHICS/PUBLICATIONS

How to Market and Monitor Your External Publications, b1 Altschul, *March*

Post-Modern Magazines, M. Winkleman, *March*

Logomotion, M. Wathen, *May*

Balancing Acts, M. Winkleman, *July*

Draw Me a Picture, M. Winkleman, *October*

How to Buy Printing, N. Jackson, *October*

Comic Relief, M. Winkleman, *December*

INTERNATIONAL

Going Global, A.L. Booth, *February*

How to Communicate in Other Cultures, N. Streitfeld, *February*

INVESTOR RELATIONS

Trading Places, R. Swadosh, *July*

Business-to-Business Television, R. Radsch, *November*

MEDIA

How to Get Results with PSAs, M. Goldsmith, *January*

Anatomy of a Broadcast, G. Graze, *February*

How to Get Your Article Published, M. Forster, *February*

How to Get More Mileage from Your Meetings, J. Horiszny, *July*

How to Use Cable TV to Communicate, D. Vine, *August*

How to Work with TV Producers, W. Chambers and S. Asher, *August*

How to Get the Most Out of a News Conference, J. Harris, *September*

The Issue of Issue Ads, *October*

Checklist: Getting Your News Releases Through, M. Clark, *November*

PRSA

Compelling Reason: 1985 Conference Roundup, C. Kuperszmid Lehrman, *January*

Profile: Anthony M. Franco, APR, *January*

Profile: Jack W. Felton, APR, J. Cosco, *December*

PUBLIC RELATIONS

Guiding Lights, J. Brice, *January*

On Trial, L. Murray and J.M. McGlinchy, *January*

Whiz Kids, C. Policano, *February*

Great Caesar's Ghost, T. Lustig, *March*

Patients and Other Publics, N. Hicks, *March*

When Fact and Fantasy Collide, C. Kuperszmid Lehrman, *April*

Miami Advice, J. Cosco, *May*

Lemons and Litigation, E.B. Harrison, *June*

Behind the Bylines, C. Policano, *July*

NASA after Challenger, S. Marshall, *August* (also Update, *December*)

Building a Trust Fund, A. Merrick, *September*

The Issue of Issue Ads, *October*

How to Survive the Risky Communication Audit, L. Lomax, *November*

RESEARCH

How to Think Research, C. Vogel, *September*

Strength in Numbers, A.L. Booth, *September*

SPONSORSHIP

Made-to-Order Magazines, J. Schwartz, *February*

Home Runs, R. Siegal, *March*

Art for Businesses' Sake, J. Fetig, *April*

Event-Sponsorship Trends, C. Beyer, *July*

A Chorus Line, S. Flatow, *November*

Fireworks: A Bang for Your Buck, J. Cosco, *November*

How to Develop Partnerships with the Arts, J. Jedlicka, *November*

WRITING/SPEECHWRITING

How to Find and Use Freelance Writers, M.E. Lora, *April*

How to Write a Speech for a CEO, M. Perlut, *April*

DEPARTMENTS

At Large: R. Finehout, *April*

Ethics: D. Young, *January*

Environment/Energy: E.B. Harrison, *February*, *May*, *September*, *November*

Law: F. Walsh, *May*, *September*

Opinion: A. Geduldig, *March*, *April*; P. Shindler, *June*; J.K. Clark, *August*; B. Bledsoe, *December*

Photography: V. Streano, *March*; B. Rivelli and A. Binder, *July*; A. Binder, *October*

Technology: D. Traub, *May*; J. Pollock, *June*

Washington Focus: G. Kroloff, *October*; H. Warner, *November*

Wordsmith: H. Wells, *March*; D. Newsom, *June*, *August*; M. Davids, *November*

BOOKS

Health-Care Marketing: *Issues and Trends*, *March*

Effective Publicity: *How to Reach the Public*, *April*

Public Relations Strategies and Tactics, *May*

Designing and Developing Business Communications Programs that Work, *May*

Strategy and Computers: *Information Systems as Competitive Weapons*, *May*

Public Relations Career Directory 1986, *June*

Letitia Baldridge's Complete Guide to Executive Manners, *August*

The Power of Public Relations, *October*

Writing Effective Business Speeches, *November*

QUESTIONNAIRE

Salaries, *January*

Research, *February* (results in Inside Track, *September*)

Graphic Design, *March* (results in Updates, *July*)

Education, *April* (results in Updates, *September*)

Noncomputer Technologies, *May*

Corporate Advertising, *June*

Clients, *July*

Reading Habits, *August*

Emerging Trends, *September*

Who Are You?, *October*

Sponsorship, *November*